FCC EEO Public File Report

Call Sign	Type of Station	Location: City/State	Facility ID
WDIO-TV	TV	Duluth, MN	71338
√or the reporting p	eriod: 12/01/06 to 11/30/07	The state of the s	

Full-Time Positions Filled Job Title	Date Closed	Recruitment Source Gr	oups	Source for Person Hired
Assistant News Director	01/10/2007	Internal,National,P		369
News Reporter	07/02/2007	Internal,National,P	Except for: 214	1190
Photographer	02/19/2007	Internal	m. in	369
Photographer	07/02/2007	Internal,P,S,T	Except for: 546	369
Photographer	07/02/2007	Internal,P,S,T	Except for: 546	369
Photographer	10/15/2007	Internal,National,P,S,T	Except for: 214 731	369
Producer	03/26/2007	Internal.National,P,S	Except for: 214 546	369

07/27/2007

03/26/2007

10/10/2007

10/10/2007

Internal,National,P,S

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List of R	<u>Recruitme</u>	ent Sources	for Interviewe	es		/ \ - <u>_ </u>	Bart soon compensate exercise and a 55% of	bestehning enterviewed since statistics or new margings. F
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<u>List of Recruitment Sources that requested postings</u>

Sales Account Executive-Draw against commission

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Sales Account Executive-Draw against commission

Producer

1150 1159 1170 1198 1205 1206 1211 1278
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Recruitme	nt Source Groups
Group Name	Ending Date: Members of this group
ínternal	Current: 307 369 402 408 416 546 555 843 865 893 905 911 912 913 1213 1270 10/12/07: 1282 ADDED 1283 ADDED 05/21/07: 546 ACTIVE 05/09/07: 546 INACTIVE
National	Current: 253 254 255 452 487 608 644 651 657 05/09/07: 214 INACTIVE
P=Professiona	Current: 143 239 249 275 294 347 357 367 387 397 417 464 492 523 529 531 575 590 591 613 623 628 707 730 732 761 771 781 792 835 839 846 871 916 1145 1159 1170 1171 1172 1190 1198 1205 1206 1211 1278 1279 08/06/07: 731 INACTIVE 04/17/07: 1278 ADDED 1279 ADDED
Paid	Current: 245 338 460 689 750
S=Support	Current: 143 239 249 275 294 347 357 367 387 397 417 464 492 523 529 531 575 590 591 613 623 628 707 730 732 761 771 781 792 807 821 839 846 871 1145 1150 1159 1170 1171 1172 1190 1198 1206 1211 08/06/07: 731 INACTIVE
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245 Duluth News Tribune 424 W 1st St Duluth, MN 55802 Sandy DoBrava (218) 723-5201	Cer 180 Sur	partment of Workforce Development-WI Job nter 05 N 14th St #1 perior, WI 54880 ry Ann Grymala (715) 392-0818		Emma L Bowen Foundation-CA 4024 Radford Ave #300 Studio City, CA 91604 Norma P Pichardo (818) 655-5708
254 Emma L Bowen Foundation-DC 1299 Pennsylvania Ave NW, 11th Flr Washington, DC 20004 Phylis Eagle Oldson (202) 637-4494	255 Em 524 Nev	ima L Bowen Foundation-NY 4 W 57th St w York, NY 10019 ndra Rice (212) 975-2545		Fon du Lac Tribal & Community College 2101 14th St Cloquet, MN 55720 Donna Isham (218) 879-0800

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Baton Rouge, LA 70803 Helen Taylor (225) 578-2336	Coral Gables, FL 33124 Luis Herrera (305) 284-2474		191 Manoogian Hall Detroit, MI 48202 Jack Lessenberry (313) 993-4083
WDIO-TV Website 10 Observation Rd Duluth, MN 55811 Peggy Scandin (218) 727-6864	TVJobs PO Box 4116 Oceanside, CA 92052 Mark C Holloway (760) 754-8177		Roger Williams University One Old Ferry Rd Bristol, RI 02809 Robbin Beauchamp (401) 254-3224
Wisconsin Job Center/Veterans Services 1805 N 14th St, Ste 1 Superior, WI 54880 Jim Erickson (715) 392-7808	Community Action Duluth 19 N 21st Ave W Duluth, MN 55806 Tamika Robinson (218) 726-1665	,	F&F Productions 14333 Meyerlake Circle Clearwater, FL 33760 Donna Guilliame (727) 535-6776
 ReelzChannel 1201 W 5th St #T900 Los Angeles, CA 90017 Ronnie Kline (213) 443-2400	TV News Giggs 318 SE Jackson Street Lee's Summit, MO 64063 Stacey Chaloux (816) 392-4341		ReelzChannel 1201 W 5th St #T900 Los Angeles, CA 90017 Kelly Inthout (213) 443-2469

Outreach Activities
Name of Event / Contact

Name of Event /	Contact Person	Date	Brief Description of Initiative	Other Information
Community Organizations/Speaking Engagements	WDIO-TV Public Affairs Office	12/01/2006 - 11/30/2007	WDIO-TV anchors, reporters, meteorologists and photographers regularly speak with community organizations about their positions and careers in	Community organizations include: Hibbing Chamber of Commerce; Duluth Rotary Club; Duluth Chamber of Commerce; Gillette Children's Hospital Radio Thon; Wish Upon a Star Auction for Superior Cathedral High School; Duluth Home Show; Duluth Sports and Boat Show; Duluth Lions Club; Kids Closet of Duluth; Have a Heart Help a Neighbor from the Northern Lakes Food Shelf; Lake Superior College Charity Golf Tournament; Proctor Senior's Club; KUWS-FM, "Final Edition".
Listing of Upper Level Openings	WDIO-TV Human Resources	- 11/30/2007	WDIO-TV sent job vacancy announcements for the position of Assistant News Director to media trade groups whose membership includes substantial participation of women and minorities. Groups included: American Women in Radio and Television, Minnesota Women's Consortium, California Chicano News Media Association, Emma L. Bowen Foundation, and National Association of Hispanic Journalists.	
School Visits	WDIO-TV Public Affairs Office		elementary schools, senior highs and colleges about their jobs and careers in broadcasting and meteorology.	Schools visited include: Eveleth Elementary; Gilbert Elementary; Northwestern Elementary; Northern Lights Elementary; Deer River High School; Deer River Elementary School; Barnum After School Program; Piedmont Elementary School; Duluth Juvenile Correction Center; Gilbert Middle School; Four Corners School, Superior, WI; Wrenshall Elementary School; Jefferson Children's Center; Denfeld High School; Iron River Wi Elementary School; Nett Lake Elementary School; Raliegh Edison Elementary School; Stowe Elementary School; Lester Park Elementary School; Adult Learning Center, Duluth, MN; Lowell Elementary School; Lester Park Elementary School 2nd Grade; Lester Park Elementary School 3rd Grade; Lowell elementary School 1st, 2nd and 3rd Graders; St. Rose School 1st - 6th Grade.
Station Tours	Public Affairs Office	11/30/2007	Station tours are conducted on a regular basis for schools and community organizations interested in television and broadcasting careers. Tour participants speak with anchors, reporters, photographers, photojournalists, promotions assistants and station manager about television news and what it takes to work in the industry. They also see what happens behind the scenes during a newscast.	Schools and community groups that participated in station tours include: Duluth Tiger Scouts; UMD Journalism Class; St. Cloud State University meteorology students; Meteorologist for the Day from Rockridge Elementary School; Holy Rosary School; Drummond WI Elementary School; St. John's School; Cloquet Kids Corner; Duluth "Girl Power".
Job Shadow	Mrs. Hubbard, Advisor	_	A senior student at Superior High School spent 9 hours at WDIO-TV job shadowing the newsroom staff. His interest in video production and photography led him to our station. The student went out on 3 shoots and watched as editors edited stories for airtime. The student will return at least one more time for more experience in this field.	
areer Fair 2007	Kent Bergum. Principal, Superior High School	-	WDIO-TV participated in the Superior Senior High School's Annual Career Fair. The career fair represented the second phase of a four year career plan to assist high school sophomores with their futures. Three sessions of 150 students each attended the event. Most students who stopped by	

			the station's booth wanted information about how much schooling they would need for positions throughout the station. Students also asked about resumes and for some interview tips. A station reporter and photographer did a story on our newscast about the days event.	
Guest Instructor at UMD	Professor and	- 03/07/2007	The News Director spoke to a broadcast writing class at the University of Minnesota, Duluth (UMD). He spoke about the writing differences between television, radio and newspapers; the role of television news; and the use of video in story-telling. He reviewed samples of news stories that aired then analyzed the stories and the elements they contained. He talked about the importance of the role of television news producers as he reviewed examples of a newscast "rundown" and the decision-making process for television news producers.	
19th Annual St Cloud Technical College Job Fair	Placement	-	WDIO-TV participated in the job fair in St Cloud. Management met with many sales and marketing students looking for internships.	
Bemidji State University Career Connections Job Fair		- 03/28/2007	WIDO-TV participated in the job fair in Bemidji. Several Broadcast Journalism students stopped by the station' booth and dropped off resumes. Management received a few good contacts for job shadowing and trainee positions.	
Lake Superior College Job Fair 2007	Jacobson.	04/04/2007	WDIO-TV participated in the Lake Superior College Job Fair 2007. Many broadcasting class students attended this event and stopped at the station's table to talk with management about jobs at the station.	
Hibbing High School Scholarship	{ · · · · ·	04/16/2007 05/14/2007	WDIO-TV management worked with Marge Frider, Secretary at Hibbing Area High School to establish criteria for the station's scholarships. WDIO-TV offered two \$500 scholarships to seniors at the Hibbing Area High School. Station management then selected 2 students to receive the scholarships based on the criteria set. A station reporter presented the scholarships at the high school's awards ceremony on 5/14/07.	this award. Application process will include: statement of educational and career goals, 2 letters of recommendation and an official transcript.
irand Rapids High School Scholarship	Jane Neveau, Counseling Support Secretary	- 05/16/2007	the Counseling Support Secretary at Grand Rapids High School to set criteria for the station's broadcasting scholarships. The station offered two \$500 scholarships to Grand Rapids High School seniors. Station management then selected 2 students to receive the scholarships based on the criteria set. A WDIO-TV Anchor presented the two scholarships at the high school's awards ceremony on	Criteria: Senior pursuing a degree from 2 year or 4 year post secondary institution in Broadcasting or related field, including: Broadcasting, Journalism, Communications, Broadcasting Technology including electronics or electrical engineering, Marketing, Public Relations/Promotions, Advertising, Computer Graphics or Graphic Arts. Financial need or other scholarship awards will not be a factor in determining this award. Application process will include: statement of educational and career goals, 2 letters of recommendation and an official transcript.
Hayward High School Scholarship	Susan Nicks, Secretary- Guidance Office	- 05/22/2007	selected 2 students to receive the scholarships based on the criteria set. A WDIO-TV Reporter presented the scholarships at their awards ceremony on 5/22/07.	related field, including: Broadcasting, Journalism, Communications, Broadcasting Technology including electronics or electrical engineering, Marketing, Public Relations/Promotions, Advertising, Computer Graphics or Graphic Arts. Financial need or other scholarship awards will not be a factor in determining this award. Application process will include: statement of educational and career goals, 2 letters of recommendation and an official transcript.
Virginia High School Scholarship	Paula Larson, Senior High School Counselor	05/07/2007	counselor at Virginia High School, to establish criteria for station's scholarships. WDIO-TV offered two \$500 scholarships to seniors at Virginia High School. Station management then selected 2 students to receive the scholarships based on the criteria set. A WDIO-TV Anchor presented the scholarships at the high school's awards ceremony on 5/7/07.	Technology including electronics or electrical engineering, Marketing, Public Relations/Promotions, Advertising, Computer Graphics or Graphic Arts. Financial need or other scholarships awards will not be a factor in determining this award. Application process will include: statement of educational and career goals, 2 letters of recommendation and an official transcript.
Cloquet High School Scholarship	Shannon Sams & Rhonda Mielke, Counselors	-	WDIO-TV management worked with Shannon Sams & Rhonda Mielke, counselors at Cloquet High School to establish criteria for the station's broadcasting scholarships. WDIO-TV offers two \$500 scholarships to Cloquet High School seniors each year. Station Management then selected scholarship recipients based on the set criteria. A WDIO-TV Anchor presented the scholarship at the high school's awards ceremony on 5/16/07.	Criteria: Senior pursuing a degree from 2 year or 4 year post secondary institution in Broadcasting or related field, including: Broadcasting, Journalism, Communications, Broadcasting Technology including electronics or electrical engineering, Marketing, Public Relations/Promotions, Advertising, Computer Graphics or Graphic Arts. Financial need or other scholarship awards will not be a factor in determining this award. Application process will include:

				statement of educational and career goals, 2 letters of recommendation and an official transcript.
Duluth Denfeld High School Scholarship	Thorsell,	- 05/31/2007	Counselor at Duluth Denfeld High School to establish criteria for the station's scholarships. WDIO-TV offered two \$500 scholarships to seniors at the Duluth Denfeld High School. Station management then selected 2 students to receive the scholarships based on the criteria set. A station Anchor presented the scholarships at the high school's awards ceremony on 5/31/07.	Criteria: Senior pursuing a degree from 2 year or 4 year post secondary institution in Broadcasting or related field, including: Broadcasting, Journalism, Communications, Broadcasting Technology including electronics or electrical engineering, Marketing, Public relations/Promotions, Advertising, Computer Graphics or graphic Arts. Financial need or other scholarship awards will not be a factor in determining this award. Application process will include: statement of educational and career goals, 2 letters of recommendation and an official transcript.
Duluth Central High School Scholarship	Steele.	- 05/31/2007	Counselor at Duluth Central High School to establish criteria for the station's scholarships. WDIO-TV offered two \$500 scholarships to seniors at the Duluth Central High School. Station management then selected 2 students to receive the scholarships based on the criteria set. A station Reporter presented the scholarships at the high school's awards ceremony on 5/31/07.	Criteria: Senior pursuing a degree from 2 year or 4 year post secondary institution in Broadcasting or related field, including: Broadcasting, Journalism, Communications, Broadcasting Technology including electronics or electrical engineering, Marketing, Public relations/Promotions, Advertising, Computer Graphics or Graphic Arts. Financial need or other scholarship awards will not be a factor in determining this award. Application process will include: statement of educational and career goals, 2 letters of recommendation and an official transcript.
Job Shadow Day 2007	Boy Scouts of	- 05/17/2007	Six eighth graders from Middle Schools throughout the Duluth area visited the station. Four of the students were interested in news and two students were interested in meteorology. The students learned about working in TV news then got a chance to prepare and present mock newscasts.	
Primary Election Night	Drew Digby, UMD Journalism Instructor	-	Minnesota-Duluth came to the station to help with voter totals from local precincts during Duluth's	The stations will have many of the students come in again for Duluth's November General Election. Some of the students were told to contact the Anchor if they have more questions about a news career.
Lake Superior College 2007 Part-Time Imployment Fair	Betsy Jacobson, Placement Services Office	- 09/26/2007	Lake Superior College held its Part Time Job Fair on Wednesday, September 29, 2007. WDIO-TV was one of thirty-two businesses attending the Job Fair. Many students looking for employment in the TV business stopped by the station's booth. The Production Manager handed out applications for our Production Technician, Photographer and News Promotion Producer positions.	One individual was hired from this event.
Student Job Shadow & Internship	Brandon Leno, Broadcasting Instructor, Lake Superior College	- 12/16/2007	A Lake Superior College student participated in a job shadow with the station on 9/28/07. Because of the opportunity, the student stayed on for an internship. He interned one day a week for 12 weeks with the production staff on all aspects of the nightly newscast. He learned to work the teleprompter, floor direct and operate the audio board. He received college credit for the internship.	
Interview by UMD Journalism Student	Kim Carlson, UMD Journalism Instructor	-	A UMD journalism student came to the station to interview our Assistant News Director about her job in the newsroom. She wanted to learn more about the television news. Her assignment was part of her Professional Communication class at the University of Minnesota Duluth Campus.	
Election Coverage Night	Drew Digby	- 11/06/2007	Twenty-seven students from UMD's journalism program helped the station during the General Election. Many of the students went out to Duluth's polling places to collect voter returns. They then called the station with the results so our station could be the first to get the election results out to our viewers. Some students also were able to watch WDIO-TV reporters and anchors do live shots from the candidates campaign parties.	
UWS 7th Annual Job/Career Fair	Marie Harris, University Sevice Program Associate		University of Wisconsin, Superior, held their 7th Annual Job/Career Fair on November 14, 2007 and WDIO-TV management participated in the Career Fair. Current students and graduates attended this event Several Mass Communication students stopped at the station's table for career information.	

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